

ABSTRACT

SYSTEMS AND METHODS FOR FORMULATING AND DELIVERING VIDEO HAVING PERISHABLE INFORMATION

A system and method for dynamically formulating and delivering a video program that includes perishable information is provided. The system includes a video server that creates a video program using one or more recent video segments in combination with other video segments. The recent video segments are typically generated in a studio, whereas the other video segments are obtained from a variety of sources, including databases and live feeds. An audio system stores pre-recorded audio and is used to create audio for certain video segments. The video server enables an organization to deliver more customized video programs to more users and to update those video programs more frequently without requiring additional studio time or resources.